



UNITED STATES MARINE CORPS
MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE
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MARINE CORPS INSTALLATIONS EAST-MARINE CORPS BASE CAMP LEJEUNE BULLETIN 1040

From: Commander
To: Distribution List

Subj: MARINE CORPS INSTALLATIONS EAST FISCAL YEAR 2018 ENLISTED RETENTION
CAMPAIGN PLAN

Ref: (a) MCO 1040.31
(b) MARADMIN 331/17 - FY18 Enlisted Retention Campaign

Encl: (1) Population Breakdown

1. Situation. This Bulletin establishes the retention efforts required for Fiscal Year (FY) 2018 enlisted retention.

2. Mission. During FY18, Marine Corps Installations East (MCIEAST) leaders will reinforce the importance of enlisted retention programs to retain the most competitive Marines to meet the needs of the Marine Corps.

3. Execution

a. Commanders Intent. Every career and first term Marine, regardless of tier status or perceived competitiveness should submit for reenlistment. Leaders at all levels must actively engage with their enlisted Marines to ensure we retain the best and brightest for MCIEAST and the Marine Corps.

b. Concept of Operations. This Bulletin provides commanders with retention missions while reinforcing the importance of interviews and Professional Military Education (PME). It also establishes incentives for all Marines within MCIEAST regarding retention.

(1) Retention Mission. Retaining our best Marines is vital to building and sustaining our enlisted career force. We will accomplish this by focusing on the retention process at every level of command with each command's retention process aimed at providing all eligible Marines with comprehensive information and leadership regarding the opportunities for further service.

(2) Interviews. Each Marine has unique interests and concerns. Therefore, each Marine should have the opportunity to discuss his/her career options in a private setting with the career planner and the commanding officer. 100% of FY18 FTAP interviews must be conducted no later than 31 August 2017.

(3) Professional Military Education

(a) While the primary mission of the career planner is to advise

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commanders and Marines on all aspects of retention, it is important that they assist Marines in improving their retention through performance and competitiveness. Advising Marines on programs designed to increase competitiveness and performance is a key role of the leadership.

(b) FTAP Brief - Will be conducted between 1 May and 1 August with a target audience of all FY18 FTAP Marines. Information passed during this brief should include, but is not limited to: Commander and Sergeant Major opening remarks, explanation of boat spaces, reenlistment pre-requisites, waiver process, submission timeline, lateral moves, reenlistment incentives, Quality Marine Identification, and Selective Reenlistment Bonus.

(4) Incentives. Incentives listed in this Bulletin are applicable to Marines in MCIEAST units only. Marines temporarily assigned to MCIEAST who reenlist while attached may take advantage of these incentives while assigned to MCIEAST. The incentives will not transfer to any other command.

(a) Career Planner Incentive. The Career Planner with the highest overall retention rate (total reenlistments/eligible population) and highest interview completion rate will be recommended to receive a Navy and Marine Corps Achievement Medal from the Commanding General of MCIEAST-Marine Corps Base Camp Lejeune. In order to receive this nomination the Career Planner must have accounted for at least 51 percent of the reenlistments.

(b) Reenlistment Incentives

1. FY 2018 Marines and Sailors who submit for reenlistment prior to 1 December 2017 and subsequently reenlist are authorized a 96 hour liberty period at the commander's discretion.

2. Requests for special liberty will be prepared through Marine-On-Line. Special liberty must be used within three months of the reenlistment date unless the unit Commander determines that extenuating circumstances (e.g., deployment) prevented compliance with the three month requirement.

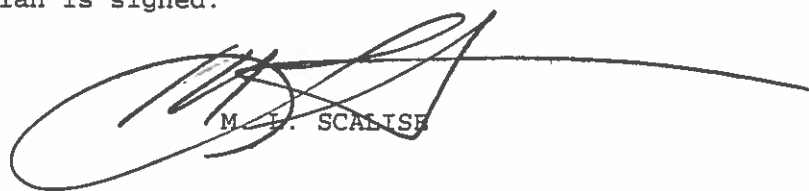
4. Administration and Logistics. Not applicable.

5. Command and Signal

a. Command. Point of Contact concerning this correspondence is Master Sergeant Andrew Mejia at 910-450-7105 (DSN 750) or via email at andrew.mejia@usmc.mil.

b. Signal. This Bulletin is effective the date signed.

6. Cancellation Contingency. This Bulletin remains in effect until the FY 2019 Retention Campaign Plan is signed.



M. L. SCALISE

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Population Breakdown

1. An FY18 FTAP Marine is defined as a Marine on initial enlistment contract with an end of current contract between 01 October 2017 and 30 September 2018. Data present in this section was pulled on 26 June 2017.

UNIT	FTAP POPULATION
H&S Bn, Camp Lejeune (MCC 013, 097, 096, 021, 054, 1M2, M68, TJT, U70, U87, W18)	134
MCAS Cherry Point (MCC 018, 022, M9E, 100, MC9)	90
MCAS New River (MCC 024, MDT)	39
MCAS Beaufort (MCC 026, UGW)	101
H&S Bn, MCLB (MCC 063, 066, 073, TLA)	10
MCIE TOTAL	374

2. An FY18 STAP Marine is defined as a Marine on a subsequent enlistment contract with an end of current contract between 01 October 2017 and 30 September 2018. The rank requirement for an STAP Marine is between Corporal and Gunnery Sergeant with no more than 18 years of service. Data present in this section was pulled on 26 June 2017.

UNIT	STAP POPULATION
H&S Bn, Camp Lejeune (MCC 013, 097, 096, 021, 054, 1M2, M68, TJT, U70, U87, W18)	47
MCAS Cherry Point (MCC 018, 022, M9E, 100, MC9)	38
MCAS New River (MCC 024, MDT)	25
MCAS Beaufort (MCC 026, UGW)	25
H&S Bn, MCLB (MCC 063, 066, 073, TLA)	19
MCIE TOTAL	154